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ER 60-2028/a

24 MAR 1960

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Mr. T. S. Reppner, President  
The Advertising Council, Inc.  
1800 Eighteenth Street, N. W.  
Washington 6, D. C.

Dear Ted:


I have your very thoughtful letter of  
22 March concerning my talk at the Advertising  
Council meeting and I want to tell you how much  
I enjoyed participating in your program.

It was a pleasure to join you again and  
I greatly appreciate your generous comments  
about my speech.

With every best wish.

Sincerely,

**Stamp**  
Allen W. Dulles  
Director

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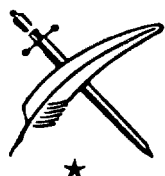
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# THE ADVERTISING COUNCIL INC

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★ 1200 EIGHTEENTH STREET, N. W.

WASHINGTON 6, D. C.

62-2628

THEODORE S. REPPLIER  
PRESIDENT

March 22, 1960

Dear Allen:

Once again I have occasion to thank you most warmly for your splendid performance at our meeting here last Wednesday.

You were really in top form and fielded all questions in a manner that stirred everyone's admiration. The reaction to your talk was excellent.

I suppose I should feel guilty for imposing on your time once a year, but this is the penalty of excellence.

With personal regards, I am

Cordially,

*Theodore S. Repplier*

TSR/els

Honorable Allen W. Dulles  
Director  
Central Intelligence Agency  
Washington 25, D. C.

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A non-profit organization, representing all phases of advertising, dedicated to the uses of advertising in the public service.